

Through The Courtesy of Your Gas Co.  
You Are Given This Great Saving of

Modernize  
Your  
Kitchen!

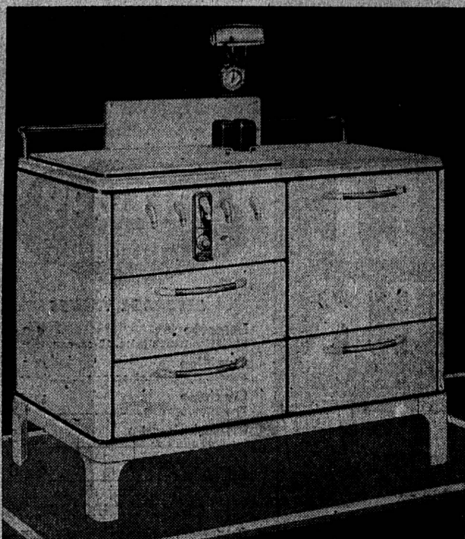
**\$41<sup>45</sup>**

Limited  
Time  
Only!

ON A NEW

**ROPER**

**Clock Controlled Gas Range**



REGULAR PRICE.....\$144.50

Less Special Allowance.....30.00

**\$114.50**

Less 10% for Your Old Range.....11.45

**\$103.05**

DOWN PAYMENT.....5.00

**\$98<sup>05</sup>**

Small Monthly  
Payments

**SAM LEVY**  
**DEPARTMENT STORE**  
1307-1313 Sartori Ave. Torrance Phone 121-W

## Do You Know Your A-B-C's, . . . of Safety?

Mrs. Raymond Gillette, safety chairman for the Los Angeles Tenth District California Congress of Parents and Teachers, suggests that Tenth District members follow the alphabet of safety by Louis Van Orman, Traffic Safety Service Inc.

A is for alertness, which drivers should use.  
B is for brakes, to apply when confused.  
C is for caution, to be used all the time.  
D is for drunkenness, the worst driving crime.  
E is for earnestness in driving a load.  
F is for foginess, so feared on the road.  
G is for grade that demands lots of care.  
H is for hazards you find everywhere.  
I is for injuries so often sustained.  
J is for jails when they can't be explained.  
K is for kindness you show on the way.  
L is for laws which all should obey.  
M is for morgues where lie all the dead.  
N is for negligence, the Court's verdict read.  
O is for ordinances, supposed to be known.  
P is for pedestrians, who have rights of their own.  
Q is for quickness of thought, when it's needed.  
R is for rules, which should always be heeded.  
S is for safety, less speed and more care.  
T is for thinking, do you do your share?  
U is for understanding the other man's rights.  
V is for visibility, so look to your lights.  
W is for watchfulness when approaching a hill.  
X is for X-rays, used after a spill.  
Y is for you, on whom all this depends.  
Z is for zeal, thus the alphabet ends.

## SHOP TALK

By  
RAY BROOKS

**BIGGER AND BETTER**  
You wouldn't believe it unless, I told you, but there are exactly 144 separate firms and businesses with advertisements in today's Torrance Herald!!!! And that does not include the legal advertisers or the classified!

If you don't mind if we brag a bit . . . that is quite some few. There are not many weekly newspapers in California or anywhere else that can boast of such a large number.

**CULINARY COLOSSUS**  
The Torrance Herald-Union Ice Company Cooking School is going over with a bang. At the opening day yesterday the large auditorium was more than two-thirds full . . . a goodly crowd considering the capacity of the hall. Tomorrow is the last day and Mrs. Nina G. Abbey will give out some choice recipes PLUS innumerable free prizes. Plan to attend tomorrow and win one of the big major prizes.

**HOT HEATERS**  
Harry Abramson, of the National Home Appliance Co., has a new gas heater in stock made of some kind of pottery and shaped like a large vase. Very ornamental they are and not at all like the old heaters, though 'tis said these new ones are really "hot stuff."

**NO LEFT-OVERS**  
I'm indignant! I'm reguited! Into a barber shop I bounced last week for a slight trim around the ears and I'll be ground up and fed to the hogs if those plutocratic barbers didn't tell me they were completely out of thirty-five cent hair cuts. Not a one left. Said they had just enough to last until the price went to one-half a buck!

**WELL DONE**  
To father and son, Jack and Al Isen, go our congrats on their new Gramercy building. It really is an outstanding example of what can be done with a hammer, a saw and a can of paint. You'd never recognize the place. The apartments on the second and third floors are really quite nice and every stick of furniture is brand new. The kitchens are all electric, installed at great cost, and the apartments are ready to rent at reasonable rates. Renting them should be no trouble in Torrance, what with available property so scarce.

When a family leaves Torrance five or more families start moving, each to another location, shuffling about like chess men, trying to find a home they will like better.

**IN AND OUT**  
The Industrial Electric Company, next to the theater, is moving soon to the Gramercy building. Business with them got so good they needed larger quarters. If hard working Don Calloway is any criterion, the firm must be making a million dollars. Did you ever try to catch that fellow in his store? He's an in and out . . . in for a minute and out for hours and hours.

**FOOTBALL EXTRA!!**  
2000 extra copies of today's issue will be distributed free at

## Seeks Office



Thomas E. Campbell, who carries Republican hopes in the race for the governorship of Arizona.

## Candidate



R. C. Stanford, nominee of Arizona Democrats for governor.

## Notice of Intention

Notices of intention to marry were filed at the office of the county clerk as follows:

Menzo A. Hill, 29, of San Pedro, and Inez Scheldercker, 28, of 1834 West 260th street, Lomita.

Louie Failla, 18, of 22215 So. Figueroa street, Torrance, and Leta Jean McDevitt, 16, of Redondo Beach.

Carl C. Benner, 28, of 1729 Cabrillo avenue, Torrance, and Laura M. Guy, 21, of 1015 Amapola street, Torrance.

Lester R. Clouch, 21, of 1668 174th street, Torrance, and Margaret M. Johns, 21, of 824 Amapola street, Torrance.

William J. Fischer, 21, of Alturas, and Dortha F. Joyce, 17, of 904 Portola avenue, Torrance.

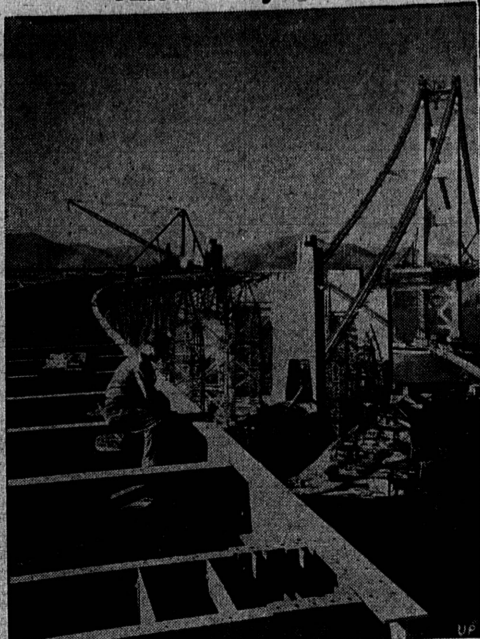
## RALLY ON MONDAY

The Lomita-Harbor City Democratic Club will hold a rally at the Narbonne high school Monday evening, October 26. Congressman Charles J. Golden and Assemblyman Fred Reaves will be introduced. Senator Culbert Olson will be the speaker.

The Big Game tomorrow at the Torrance High gridiron when the Terrible Torrance Tartars clash with the Grim Gauchos of Narbonne. On pages 4C and 5C you will find all the dope on the game and a merchants' variety that is a dinger.

Both Lomita and Torrance merchants are represented and the fine points of each is interestingly written.

## Another Bay Trail



At work busy making sure the highway of the arching span of the Golden Gate Bridge in San Francisco Bay is level. The roadway will have a pedestrian lane on each side.

Now Is The Time To Subscribe to the Torrance Herald!

**Town Can't Keep Mayors**  
CHELMSFORD, Ont. (U.P.)—Chelmsford, a town of 859 inhabitants, has established a record for changing mayors. It has had three in the last nine months.

**Whitney's Gin Exhibited**  
WESTBORO, Mass. (U.P.)—What historical society authorities believe to be the first working model of the cotton gin, made by Eli Whitney but hidden from the world for 140 years, is on exhibition here in the Whitney birthplace.

## TORRENCE CLUB

The City's Only  
MEN'S CLUB

BILLIARDS  
AMUSEMENTS  
SPORT TALK

Ed. Torrence

Manager  
1650 Cabrillo  
Phone 435



They hope you won't see..

## IT'S A NEW TAX ON YOUR FOOD

..and other necessities

They call Proposition #22 a "Retail Store License" to hide the fact that you will pay it

IT IS CLEVERLY NAMED to look like something else. But no one denies that its main purpose is to raise retail prices—to increase the cost of living for Californians who can least afford it!

When read carefully, Proposition #22 sounds innocent enough. It taxes an individual store \$1.00 a year for the right to do business. But it taxes chain stores \$500.00 for each store over nine.

But, says the U. S. Federal Trade Commission:

**"If the ability to undersell, based on greater efficiency or on elimination of credit and delivery cost, is destroyed by taxation, it is the consuming public which will really pay the tax and not the chain."**

For chain stores operate on a small profit. They eliminate middlemen's profits and unnecessary in-between expense. The savings they make by operating efficiently are passed on to

you in prices 10% below the average. The Harvard (University) School of Business Research states these to be the facts.

The tax is greater than the profit of four out of five chain stores. Thus some of them will be forced to close—allowing their competitors to raise prices.

Surviving chains will be forced to raise their prices to pay the "license."

In either case—you will foot the bill. Admittedly not for revenue purposes, the tax is a cleverly masked attempt to subsidize the middleman and wasteful business methods—at your expense.

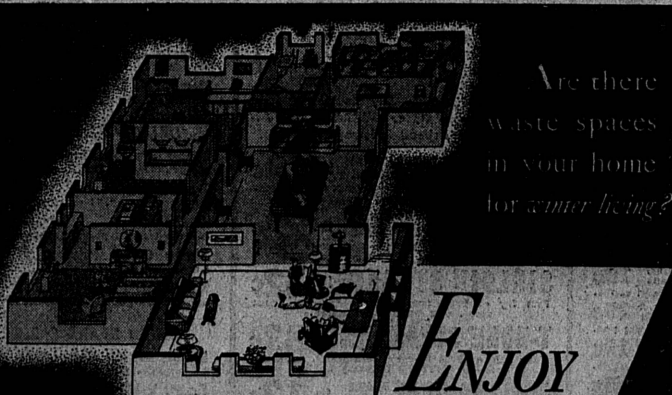
If you think that chain store competition helps to keep all prices reasonable—if you believe that taxes are high enough already, particularly on foods—vote NO and keep prices low.

For no matter what they call it...no matter how they try to conceal it...#22 is a tax on you—VOTE NO!

## 22 IS A TAX ON YOU—VOTE NO!

RETAIL STORE LICENSE		Referendum against act of Legislature (Chapter 444, Statutes 1935) requiring every person or organization owning, operating or controlling one or more stores, wherein merchandise is sold at retail, obtain annual State license; prescribing fifty cents application fee for each store and one dollar license fee for each store; increasing license fee progressively for second and additional stores to five hundred dollars for each store over nine; excepting filling stations, ice distributing establishments, restaurant facilities of common carriers, newspaper offices, stores wherein sales are incidental to rendering personal service, theatres and motion picture houses.	YES	NO
22				X

CALIFORNIA CONSUMERS CONFERENCE



Are there  
waste spaces  
in your home  
for winter living?

## ENJOY Winter Air Conditioning IN EVERY ROOM

From morning until night, let natural gas air conditioning bring complete comfort to your home this winter!

Healthful, humidified warmth in winter, circulation of fresh, filtered air in summer are provided by the new forced-air gas furnaces. Many of these units require no basement installation, are inexpensive to buy and very economical to operate.

And not only forced-air furnaces but practically all the newer gas heating appliances down to small room heaters are now available with thermostat regulators. These adjust heat output automatically to meet your comfort requirements. Some cost very little indeed.

Enjoy controlled winter comfort this year with adequate gas heating equipment. Ask your gas company or your dealer to check your present equipment for efficient winter service.

NOW instead of next winter is the time to have dust and dirt cleaned out of furnaces and heaters to adjust or replace radiators, main and pilot burners, manifolds, central valves, and other worn or defective parts or call your gas company for free inspection and advisory service if premises are insufficiently heated.

Free COOKBOOK TUNE IN THE "Mystery Club" NBC PROGRAM—8:11-9:45 A.M. WEDNESDAYS AND FRIDAYS



## FOR CONTROLLED WINTER COMFORT

Central Furnaces  
Unit Furnaces  
Warm Air Circulators  
Floor Furnaces  
Wall Heaters  
Forced-Air Heating Units  
Duplex Register Furnaces  
Gas Steam Radiators  
For Fireplaces: Gas Logs  
Radiant Heaters

Look for this Seal of Approval

**SOUTHERN CALIFORNIA GAS CO.**